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Larry Geller

Prior to meeting Elvis Presley, Larry Geller was a personal hairstylist for a number of top celebrities in Hollywood. On April 30, 1964, Geller received a phone call that would change his life. He was invited to the home of Elvis. After styling Elvis' hair for the first time, Geller and Elvis spent several hours discussing everything from show business to the meaning of life.

Geller and Elvis became quick friends, exploring together the great spiritual and philosophical teachings of East and West. Geller remained Elvis' personal hairstylist, working on 10 Elvis movies and hundreds of concert appearances across the country. Geller's unique relationship with Elvis has been the subject of books, television and radio interviews, and a variety of newspaper and magazine articles.

Currently, Geller is helping the *Reese's*® brand honor the legacy of his friend Elvis Presley and celebrate the launch of *Reese's Elvis Cups* and the "Live Like The King" promotion.

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